



NAVIGATING TO HEALTHY FUTURES

APRIL 2014

E-NEWS FOR COMMUNITY HEALTH PLANNERS



[News from the field](#)
[Next Meet Me Call: April 21](#)
[CHARTS Update](#)
[Events, Resources, Opportunities and Grants](#)
[About Florida MAPP](#)

Welcome to FloridaMAPP E-News, the Florida Department of Health (DOH)'s forum for news and discussion on community health assessment and health improvement planning. We strongly encourage you to submit questions, anecdotes, lessons learned and success stories to be shared with others across the state. These quarterly e-news bulletins will include information on activities, resources, and tips for conducting community health assessments in your county. Please share this e-news with community partners, colleagues, and anyone interested in impacting your community's health.

Best regards,

Daphne Holden and the Florida MAPP Team

NEWS FROM THE FIELD

PALM BEACH COUNTY: MARJORIE S. FISHER RENEWS HER COMMITMENT TO CHILDREN'S TOOTH FAIRY

Committed to bettering the lives of children, Marjorie S. Fisher has renewed her operating funds contribution to the Florida Department of Health, Palm Beach County Dental Coach named the "Tooth Fairy" for another five years. The Tooth Fairy provides dental services to thousands of school aged children annually.

In 2009, Mrs. Fisher recognized the great need for all elementary school children in the county to get proper preventive care and treatment for their dental needs. With Mrs. Fisher's financial support, **Florida Health Palm Beach County** purchased, equipped and has been providing



dental help to children through its mobile dental van for four years. This dental coach visits numerous elementary schools and other locations annually providing dental exams and tooth decay, preventing dental sealants on permanent molars. The Toothy Fairy has already helped over 10,000 children since its debut.



Health Department Dental Director, Philippe Bilger, DDS, said, "Mrs. Fisher's support is like a Fairy Tale come true. Her most recent contribution really guarantees a bright future for children's oral health in our county."

Florida Health Palm Beach County also provides dental services to those who qualify in four health centers located in Delray Beach, Lantana, West Palm Beach and Belle Glade. For information contact the Dental Division at 561-837-5560 or visit www.pbchd.com.

Special Congratulations to Leaders in the Field

- Clint Sperber, Deputy Administrator for **DOH-St. Lucie**, graduated from the National Association of County and City Health Officials' 12 month Survive and Thrive: Roadmap for New Local Health Officials program. The program lends practical tools and experience to top local health department leaders to facilitate their work with elected officials and community partners, manage strategic planning and health department resources, and discover approaches for addressing challenges unique to them.



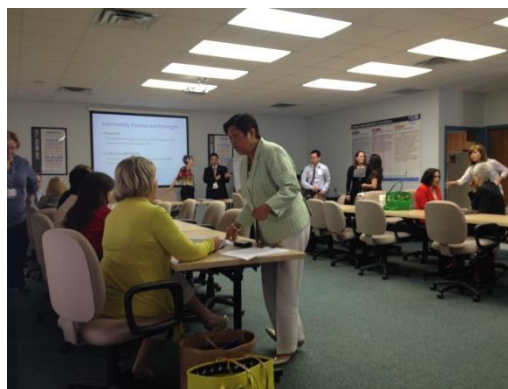
DOH- Monroe has received a \$56,000 grant from the Health Foundation of South Florida (HFSF) to establish smoke-free living in Monroe County through policy change. The HFSH is a nonprofit grant making organization, dedicated to improving health in Broward, Miami-Dade and Monroe Counties. Since 1993, the Foundation has awarded more than \$100 million in grants and program support. For more information, please call 305.374.7200 or visit the website, www.hfsf.org

- **DOH-Santa Rosa** was designated as a Safe Community America at a January meeting of the Board of County Commissioners. It is the first county in the nation to receive the designation. The Safe Communities designation is awarded to communities that have demonstrated leadership in promoting safety, reducing injuries, and preparing their citizens for natural and man-made disasters.

- The Bay Health Foundation awarded the BayCares program a grant in the amount of \$100,000 for 2014. Bay Cares is a joint partnership between The Bays Medical Society and **DOH-Bay** to provide specialty medical care for uninsured patients who meet state guidelines. Over 200 physicians and medical providers volunteer their services to patients through the Bay Cares program.
- Governor Rick Scott extended congratulations to Stephanie Vick, Executive Community Health Nursing Director for **DOH- Collier** and Erin Hess, Administrator for **DOH-Okeechobee**, for being recognized by the National Association of County and City Health Officials. Stephanie and Erin successfully completed “Survive and Thrive: Roadmap for New Local Health Officials Program” in an effort to continually serve Florida families across the state.
- **The Health Planning Council of Northeast Florida** secured Whole Foods Market as a Gold sponsor for its annual Community First Hale & Hearty 7K Run/Walk. The event, which includes a one-mile fun run, is scheduled for June 7 at 6:30 pm at the new Unity Plaza in Jacksonville.
- The [Partnership For A Healthy Community](#)’s Healthy Weight Workgroup is one of 12 community health improvement programs throughout the nation selected by the Robert Wood Johnson Foundation to be awarded the services of a national subject matter expert to provide coaching and consultant assistance for initiatives in progress. **DOH-Escambia** is an active participant in both the Partnership and the Healthy Weight Workgroup.
- Dr. Judith Hartner, MD, Director of **DOH-Lee**, received recognition by the Board of County Commissioners of Lee County as the Paulette Burton Citizen of the Year. The annual award is given to the citizen who has performed outstanding civic contributions to Lee County government. She is credited with introducing Lee County to the strong link between the built environment and the growing burden of chronic diseases, spurring program development outside of public health through partnerships, a positive attitude and collaborations.
- **DOH-St. Lucie** received a grant in the amount of \$13,500 from the National Association of County and City Health Officials (NACCHO) to increase capacity to deliver Stanford University’s Chronic Disease Self-Management Program curriculum.
- **DOH-Monroe** received a Davis Productivity Award for the Protocol for Assessing Community Excellence in Environmental Health (PACE-EH) project in the Bahama Village neighborhood of Key West. “Their implementation of PACE EH in the Bahama Village community was excellent and I applaud their staff and leadership for their dedication,” statewide PACE Coordinator Julianne R. Price wrote in a congratulatory email. Alison Morales Kerr MPH teamed up with Environmental Health Director Bill Brookman and Key West City Commissioner Clayton Lopez to launch the project in 2012. The project offers village residents the chance to share public health concerns with DOH-Monroe staff and project partners, especially through the communitywide task force that was specifically created to address those concerns.
- As a part of National Public Health Week activities, a team assembled in New Port Richey to complete the Environmental Public Health Performance Standards self-

assessment. In addition to **DOH-Pasco** staff, the assessment included representatives from other organizations and sectors in their local environmental public health system that play important roles in promoting and preserving the health and safety of Pasco County. DOH-Pasco's Public Health Week Activities also included hosting a "Sustaining Community Action through Effective Partnering" Workshop for community partners to discuss and build capacity for sustained community health improvement efforts.

- **DOH-Escambia** staff collaborated with the University of West Florida's theme of the day "Eating Well," as part of National Public Health Week activities. DOH-Escambia staff is participating in the Healthy Weight Workgroup. This organization is tasked with implementing the community health improvement plan related to Healthiest Weight.
- In preparation for their 2014 community health needs assessment, **DOH-Polk** assembled a diverse group of leaders from both of their major not-for-profit hospitals, FQHC, one of their for-profit hospitals, several clinics and their county indigent health care plan. They familiarized participants with the overlap of assessment requirements for both the health department and the non-profit hospitals, per IRS/ACA rules, and invited them to work jointly on the project. The presentation also included an overview of the MAPP process and resulted in volunteers offering to serve in either role of executive group member or working group member.



Following the meeting, Polk County health leaders engaged in dialogue for follow-up and

Your CHDs and/or community's news belongs here! Share your news with colleagues; e-mail items to Daphne.Holden@flhealth.gov

NEXT STATEWIDE MEET-ME CALL: MONDAY, APRIL 21, 2014 FROM 3-4 PM ET



Mark your calendar and plan to join your colleagues from around the state for a conversation on community health assessment, health improvement planning, and MAPP on Monday, April 21, 2014 from 3-4 pm ET. This is an opportunity to express your opinions, ask questions, raise concerns, and share your achievements. The toll-free call-in number is 888-670-3525, conference code 303 761 7879#. The agenda will be e-mailed to members of the Florida MAPP distribution list. Send agenda items and/or additions to the distribution list to Daphne.Holden@flhealth.gov

VISIT THE NEW FLORIDA MAPP WEB SITE AND WEB-BASED TOOL KIT

We welcome your comments and suggestions on ways to improve the web site and will gladly post reports and/or products resulting from your assessment and planning work.



WHAT'S NEW ON CHARTS?

All county health profiles on Florida CHARTS have now been updated to include an expanded demographics section. This section now includes indicators such as:

Population
Population under 18 Years Old
Population 18-64 Years Old
Population 65 and Over
Median household income
Individuals below poverty level
Civilian labor force which is unemployed
Owner-occupied housing units
Individuals 25 years and over with no high school diploma



The addition of these indicators makes each report a more valuable source of information for community health assessment.

EVENTS, RESOURCES, OPPORTUNITIES AND GRANTS

2014 EVENTS

2014 Global Employee Health & Fitness Month

Sponsored by the National Association for Health and Fitness

May 2014

[For more information](#)

2014 NNPHI Annual Conference: Leading Change Through Innovative Solutions

Sponsored by the National Network of Public Health Institutes

May 19th - 21st

New Orleans, Louisiana

[Register Now!](#)

Safer Communities, A Healthier Nation

2014 Safe States Alliance Annual Meeting

May 20th - 22nd

Hyatt Regency Atlanta
Atlanta, GA
[For more information](#)

[CDC STD Prevention Conference, June 9-12, Atlanta, GA \(click for info\)](#)

The Conference theme “More STD Prevention for the Money: Maximizing Impact, Efficiency and Return on Program Investments,” puts a focus on efficacy and will attract a diverse array of STD and HIV prevention professionals.

Nutrition Education Impact: Local to Global

The Society for Nutrition Education and Behavior Annual Conference
June 28th - July 1st
Milwaukee, WI
[For more information](#)

NACCHO Annual 2014: The New Era of Public Health: Science, Innovation and Policy

July 9-11
Atlanta, GA
[For more information and to register](#)

Southern Regional HIA Summit

July 30th - 31st
Davidson, NC
[For more information and to register](#)

8th Annual Southern Obesity Summit

October 5th - 7th
Louisville Marriott Downtown, Louisville, KY
[For more information](#)

Healthography: How Where You Live Affects Your Health and Well-Being

American Public Health Association Annual Meeting
November 15th - 19th
New Orleans, LA
[For more information](#)



RESOURCES

Leadership

On Monday, January 13, 2014, the Commission to Build a Healthier America released recommendations reflecting the best advice from leading experts in the field for how to most effectively promote a culture of health in the United States, including:

- Prioritizing investments in early childhood and getting kids off to a healthy start in life;
- Rethinking our healthcare system and incentives to improve well care, prevention and support for health as part of our daily lives; and
- Working across sectors to create healthier communities and making healthier choices easier choices in our workplaces, neighborhoods and schools.

For a copy of the report, entitled Time to Act: Investing in the Health of Our Children and Communities, as well as an executive summary, go to <http://www.rwjf.org/en/research-publications/find-rwjf-research/2014/01/recommendations-from-the-rwjf-commission-to-build-a-healthier-am.html>.

CDC's newly released 2013 [Prevention Status Reports \(PSRs\)](#) highlight the status of state-level policies and practices designed to prevent 10 important public health problems. The PSRs are a set of individual reports that focus on 10 health topics for all 50 states including the District of Columbia. The reports provide information for decision makers and state health officials to review their states' health status and identify areas of improvement.

[2014 Healthy Living Calendars](#), provided by the CDC, inspire living a healthy life with colorful one-page monthly and yearly calendars.

County Health Rankings and Roadmaps released on March 26, 2014 The *Rankings* offer an easy-to-use snapshot of overall health for nearly every county in the U.S. See where your county ranks [here](#).

Check out the latest and greatest MAPP User's Handbook! Updated September, 2013!
[..\MAPP\MAPPHandbook92313_Online.pdf](#)

Health Disparities

Share Our Strength is empowering families to eat healthy, affordable, delicious meals on a national scale through its [Cooking Matters at the Store](#). As part of the No Kid Hungry campaign to end childhood hunger in America, Share Our Strength's Cooking Matters teaches participants to shop smarter, use nutrition information to make healthier choices and cook delicious, affordable meals. Founded in 1993, Cooking Matters and thousands of volunteer instructors have helped more than 120,000 low-income families in communities across the country learn how to eat better for less.

Built Environment

The Healthy Community Design Toolkit can help planners, public health professionals, and the general public include health in the community planning process. Developed in partnership between the American Planning Association's [Planning and Community Health Research Center](#) and the Centers for Disease Control and Prevention's [Healthy Community Design Initiative](#), the toolkit is composed of four elements that work together to achieve this goal:

- Checklists
- PowerPoint Presentation
- Neighborhood Health Profile
- Planning Guide

[Click here](#) to access the toolkit and learn more.

The American Society of Landscape Architects has compiled "hundreds of free research studies, news articles, and case studies, organized by adult and children health topics"

regarding the health benefits of nature. They recently released this website, check it out!
<http://www.asla.org/healthbenefitsofnature.aspx>

Local health departments (LHDs) have a key role in developing built environment policies and programs to encourage physical activity and combat obesity and related chronic diseases. However, information to guide LHDs' effective engagement in this arena is lacking. During 2011–2012, the New York City Department of Health and Mental Hygiene (DOHMH) facilitated a built environment peer mentoring program for 14 LHDs nationwide. One of the included LHDs was our very own Miami-Dade County health department. Program objectives included supporting LHDs in their efforts to achieve built environment goals, offering examples from DOHMH's built environment work to guide LHDs, and building a healthy built environment learning network. Lessons learned that can guide LHDs in developing successful healthy built environment agendas are included. (*Am J Public Health*. Published online ahead of print March 13, 2014: e1–e9. doi:10.2105/AJPH.2013.301863). Find it here: [American Public Health Association - Developing Built Environment Programs in Local Health Departments: Lessons Learned From a Nationwide Mentoring Program](#)

OPPORTUNITIES AND GRANTS

OPPORTUNITIES

NACCHO wants to know if you are interested in increasing community resiliency or your community's ability to prepare, respond, and recover from emergency events. NACCHO is working on a new project investigating community resiliency, and wants to hear from you. There may be opportunities to receive free training and technical assistance. If you want to share your story and learn more about working with NACCHO on this topic, contact Julia Joh Elligers at jjoh@naccho.org or (202) 507-4234.

NACCHO Launches Health and Disability Technical Assistance Program

NACCHO's Health and Disability Program is pleased to offer Technical Assistance (TA) to state and local health departments interested in increasing inclusion and engagement of people with disabilities in emergency plans and/or policies. This program is sponsored by the National Center on Birth Defects and Developmental Disabilities (NCBDDD) at the Centers for Disease Control and Prevention (CDC). Based on identified gaps, NACCHO will provide TA through information, education, and suggestions for how to be more engaging and inclusive of people with disabilities.

All health departments interested in receiving TA from NACCHO through this program must complete an online questionnaire by April 15, 2014. The questionnaire is available here: http://naccho.co1.qualtrics.com/SE/?SID=SV_6QgJFiLQa2S4SZn. For assistance or accommodations needed to complete the questionnaire, please contact Sarah Yates at syates@naccho.org or call 202-595-1122.

2014 Call for APHA awards nominations

The American Public Health Association is now accepting nominations for its 2014 APHA awards program. Nominate a colleague who exemplifies outstanding professionalism,

dedication and contributions in the field of public health. Membership is not required for nomination to several of APHA's national awards. The awards will be presented at APHA's 142nd Annual Meeting and Exposition, Nov. 15-19, 2014 in New Orleans.

The deadline for nominations is April 25. Awards description criteria and nomination forms are available at www.apha.org/about/awards. For more information, contact deborah.dillard@apha.org or 202-777-2442.

Center for Active Design Call for Projects (no deadline)

http://centerforactivedesign.org/call_projects/

The Center for Active Design is building its reference collection of innovative projects that use built environment design to promote health. The Center will feature accepted projects among their case studies. And the Center might tap accepted projects for future conferences, publications, and exhibitions. Submitted projects should exemplify the strategies found in the Active Design Guidelines.

GRANTS

Healthy Habits: Timing for Developing Sustainable Healthy Behaviors in Children and Adolescents National Institutes of Health

The Healthy Habits Small Grant Program funds research that identifies mechanisms of influence and/or promotes positive sustainable health behaviors in children and youth. Positive health behaviors may include practicing proper dental hygiene, eating a balanced diet, and engaging in physical activity while applications to promote these behaviors should target social and cultural factors such as schools, families, and communities.

Awards of up to \$50,000 a year for two years will be available. Eligible organizations include public and private institutions of higher education, nonprofits, for-profit organizations, government agencies, and faith-based or community-based organizations.

Deadline: September 8, 2014

Please contact the National Institutes of Health for more information and to apply for this funding: <http://grants.nih.gov/e-v/grants/guide/pa-files/PA-11-328.html>

Healthy Generations Program WellPoint Foundation

The WellPoint Foundation invests in domestic initiatives that help improve the lives of people and the health of local communities. The Foundation promotes healthy behaviors, health-risk prevention, and healthy environments. Focus areas include Healthy Active Lifestyles. Grants open to nonprofit organizations in the 25 states in which WellPoint, Inc. does business. *SPARK is well aligned with the goals of this Healthy Generations program!*

Award Amount: Varies

Deadline: May 9, 2014

[Click Here](#) for more information about this grant

Community Impact Grants The Home Depot Foundation

The Home Depot Foundation is seeking to improve the physical health of communities. In particular, The Home Depot supports projects that are planting trees, developing green spaces, and updating school facilities and community centers so that healthier and more stable communities can thrive. Grants up to \$5,000 will be awarded in the form of Home Depot gift cards. Nonprofit organizations are eligible to apply.

Deadline: August 15, 2014

Contact The Home Depot Foundation for more information and to apply for this funding:
<http://homedepotfoundation.org/page/applying-for-a-grant>

The American Heart Association and Robert Wood Johnson Foundation *Voices for Healthy Kids* program has several different types of grant opportunities addressing six priority areas: smart school foods; healthy drinks; marketing matters; food access; active places; and active kids out of school. Click here [for more details](#).

The Centers for Disease Control and Prevention (CDC) Healthy Community Design Initiative is [awarding funds](#) to increase the capacity of public health departments to include health considerations in transportation and land use planning decisions.

Helping your coalition partner with funding? A [new funding opportunity is from Action for Healthy Kids](#), the 2014-2015 School Grants for Healthy Kids. It focuses on school breakfast and school physical activity programs. Award amounts will be based on building enrollment, project type, potential impact, and a school's ability to mobilize parents and students around school wellness initiatives. Applications must be filed by May 2, 2014. The deadline will not be extended.

"EMERGING THEME" TOPIC FOR NEXT MEET-ME-CALL

Recent CHD comments shared with Community Health Improvement Staff on non-profit hospitals and CHD assessment alignment in the field include:

- We started out strong with our assessment and priority setting but struggle with the action and implementation stage. What is working in other counties?
- Our hospitals have different definitions than we do for health and "community needs;" how can we help them with a paradigm shift to see the bigger picture?
- Managing personality conflicts in our small county are difficult—everyone knows everyone and the same people are at every meeting. What are some creative ways to deal with this issue?
- Collaborating with our non-profit hospitals is not an issue for us; it is the true integration that is difficult. How are other counties planning to fully integrate as we all move ahead in our CHIP implementation and next MAPP cycle?

ABOUT FLORIDA MAPP

Please share this e-news with community partners, colleagues, and anyone interested in impacting your community's health.

Community health assessment practice is the process of systematically collecting, analyzing and using information to educate and mobilize communities, develop priorities, gather resources, and plan actions to impact the public's health. Assessment is a core function of public health practice. Assessment is the foundation for the other two core functions of public health; Policy Development and Assurance. The information, tools and resources of Florida MAPP are designed to improve the capacities of Florida's public health workforce to develop strategies and interventions which lead to improved population health through community partnership building, collaboration and resource sharing. <http://www.myfloridamapp.com>

Email: Daphne.Holden@flhealth.gov

Phone: 850 245-4009, ext. 2036

This message is a service of the Florida Department of Health, Division of Public Health Statistics and Performance Management.